

LEO BURNETT U.S.A.

a subsidiary of LEO BURNETT CANADA INC.

NEW 267-C2-"LUCKY DAY"-FROM MEXICO-4-C-1982-9 1/16 x 11 1/2-INCHES ENCLOSED, 1986, (104)

Printed in U.S.A.

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## New Players Lights 25's

5 free  
smokes?  
It's your  
lucky day.

Kings & 100's  
*Also available in Mexico.*



Count 'em.  
25  
*of the finest*  
for the price of 20

Mr.'s suggested pricing based on full-price brands

SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.

Kings: 10 mg "tar", 0.8 mg nicotine -  
100's: 11 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method.



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